



CTE: Get Real!

Student Filmmaker Toolkit

This guide will teach you how to create a promotional video for your CTE classes. Here's what's included in this guide:

- A sample video to guide you.
- An overview of all the footage you will need to shoot.
- Best practices for setting up, interviewing, and how to get the footage you need.
- How to cut this footage down to your final video.



Career and Technical Education is hands-on learning that puts students at the center of the action! But not everyone knows how CTE:



- Connects to career opportunities like employer internships and job shadows.
- Puts students on a path that leads toward a career, college, and education after high school.
- Delivers real world skills that make education come alive.

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We've included a sample video to help you create your own video. [Click here](#) to view it now. We will refer to specific times in this sample video.

Quick Checklist

- Pick a CTE class or two to focus on.
- Interview students and teachers.
- Interview local employers with careers that connect to the CTE class.
- Shoot action shots of general classroom activity.
- Shoot action shots of employer, or of their employees doing work.
- Use a music track.

Let's get started!



Video Basics

● Video Basics

○ Six Basic Tips

1. **Get familiar with the software you're using.** Read the instructions. Don't worry. Most film/editing software is designed for beginners.
2. **Shoot, shoot, shoot.** Take a lot of shots. Collect a lot of footage. You will want a lot of options to choose from when you begin to edit.
3. **Show. Don't tell.** Get action shots of students doing things. Capture the sparks flying from a blowtorch in welding class. Show the students' hands in the dirt digging up plants in horticulture.

● Video Basics

○ Six Basic Tips

- 4. Sound quality. Be aware of noise.** Too much makes it difficult to hear what people have to say. If you're in a noisy classroom, take action shots, but then move your interview someplace quieter.
- 5. Collect plenty of B-Roll.** Action shots, also called B-Roll, help tell your story. Shoot students doing active things or working together. Ask an employer to walk around their business, or film them working. These images help “stitch” your story together.
- 6. Keep it short.** The best videos are short and sweet! Keep your video to four or five minutes max. Even better, make it three minutes or less. A shorter video is best.

2

How to tell your CTE story

● How to tell your CTE story

○ How to tell your CTE story

Before you shoot your video, you'll want to have a story to tell. In this case, you are telling the story of Career and Technical Education. This story has three main messages.

CTE Delivers:

1. Real Options for College and Rewarding Careers.
2. Real World Skills.
3. A Real High School Experience with More Value.

This is called a “messaging triangle.” Any of these main points is an excellent title for your video. Or use it as a framework for what you want to shoot.

● How to tell your CTE story

Six key ideas about CTE

1. **CTE is hands-on learning at its best.** It puts students at the center of the action!
2. **Act now: Make the most of your high school years.** CTE is your chance to try on careers, to find what you love to do, right now, before you graduate into the “real world.”
3. **CTE leads to college.** If you are inspired about careers and career paths, you are likely to choose college. CTE can get you there! Also, some students earn college credits in CTE while in high school.

● How to tell your CTE story

Six key ideas about CTE

4. **CTE inspires students who aren't excited about textbook learning.** It makes what they're learning relevant to the real world, and offers a reason to stay in school, excel in class, and graduate.
5. **CTE delivers career-ready, skilled students that employers seek.** Local employers can talk about the value of real-world learning and why they like to hire CTE students.
6. **CTE offers access to job shadows, internships, and more.** Local employers can talk about how they offer these opportunities to CTE students, giving them a leg up on their careers.

3

Preparing for an Interview

● Preparing for an Interview

Before you go to your shoot

- Email or talk with the CTE teacher or business owner about the project.
- Ask the teacher or business owner about activities. It's best to shoot on a busy, action-packed day.
- Ask the teacher to help select students to talk about CTE and how it relates to their career goals. You can also pick out students to interview, once you're in the classroom.
- When talking to a business owner, ask them about former or current CTE students who work for them. These students make a good interview.

● Preparing for an Interview

○ Choosing an interview location

- Choose a dynamic background, not a blank wall.
- Have some objects in the frame, but not too cluttered.
- If you have a plain background, punch it up with props (maybe tools, or a blueprint, or something they've built).
- Sound is something to consider when choosing a location; find somewhere quiet but not boring.
- Showing motion in the background is great, as long as it's not distracting.
- Outdoors shots can help tell a story. But sound quality can be an issue.

Background examples



In our video, check out the background in the auto body shop. There's lots of activity, but the interview location is quiet.

● Preparing for an Interview

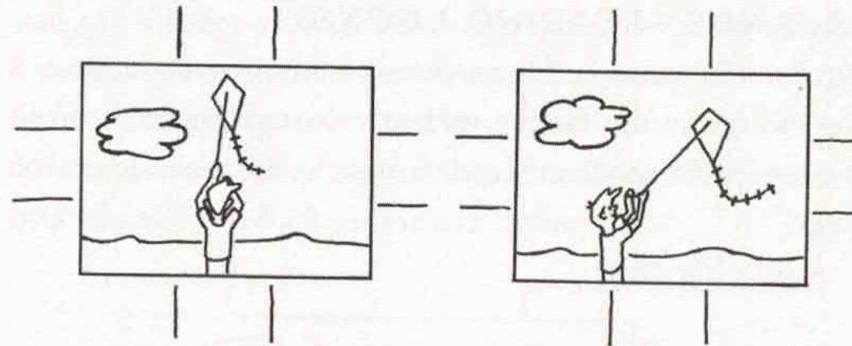
○ Composition for interviews

- Film the interview subject straight on or at an angle (45 degrees is ideal). Filming straight on requires that you place the interviewee in the left third or right third of the camera's screen (see Rule of Thirds page 19).
- Have the interview subject speak directly to the person asking the questions, NOT directly into the camera. Treat it like a conversation.
- Sit near the camera (within 45 degrees), but not behind the camera.
- DO NOT move the camera angle at any point in the interview. Once you're set up, keep it locked in.

Interview Setup example

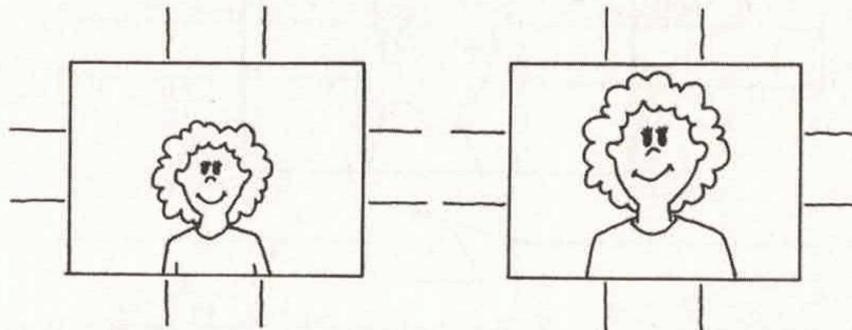


Rule of Thirds guide



WITHOUT RULE OF THIRDS

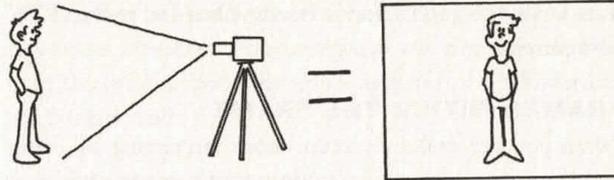
WITH RULE OF THIRDS



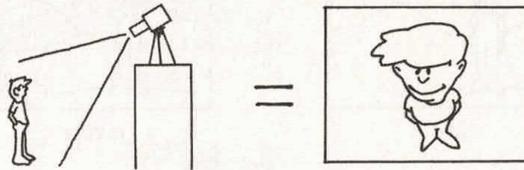
WITHOUT RULE OF THIRDS

WITH RULE OF THIRDS
(Eyes on top 1/3 line)

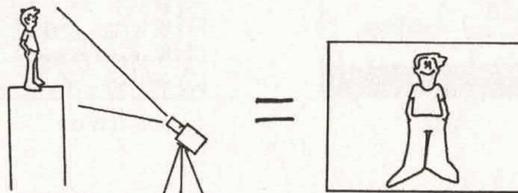
Camera Angle guide



When the camera and the subject are at the same height, it gives the feeling that the viewers and the subject are of equal value.



When the camera is higher than the subject, it gives the feeling that the subject is inferior, smaller, less important.



When the camera is lower than the subject, it gives the feeling that the subject is superior, larger, more important.

By raising or lowering your camera, you can subtly influence how your viewers will perceive your subject.

If you have a tripod, always use it!

● Preparing for an Interview

Lighting an interview

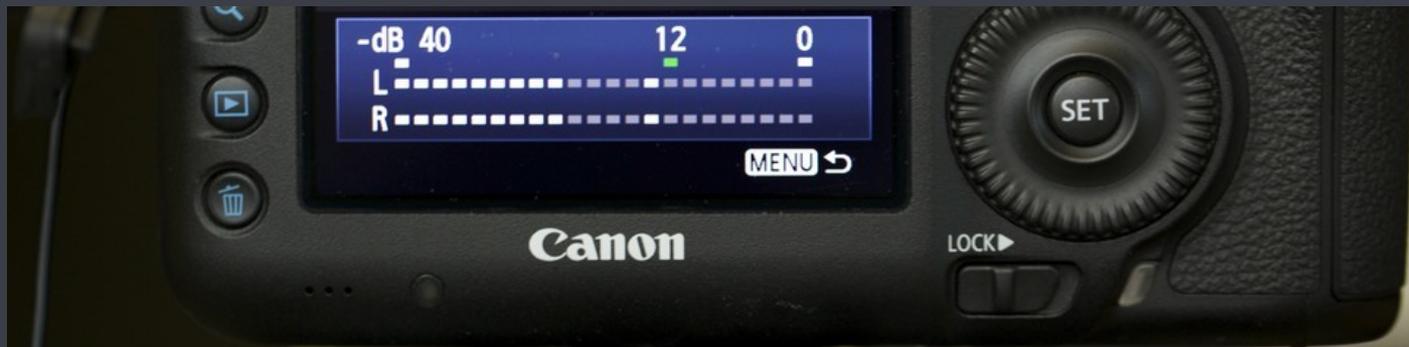
- Where possible, position the subject at a 45 degree angle with any side light source.
- Avoid odd shadows on subject's faces.
- Avoid sunlight in the camera, subject's eyes.
- Too dark? Turn on lights, open a window.



● Preparing for an Interview

Picking up sound

- Before starting, test to make sure you can clearly hear the subject's voice.
- Record a test video and based on playback, adjust input volume, ask subject to speak louder, or move closer.
- Your camera should have a visual way to monitor sound, measured in decibels (db). Don't go into the **red** area.



● Preparing for an Interview

Preparing your subjects before rolling

- Talk to students, teachers and employers without the camera. Help them relax.
- Ask them to speak to you (like a conversation), and NOT to look into the camera.
- Stand slightly to the right or left of camera so they can talk to you.
- When they're ready, begin the interview.
- Ask the subject not to move when they speak.

4

How to interview
students, teachers,
and employers

How to interview students, teachers, and employers

Be comfortable interviewing

- Relax. If you're relaxed, you will put your interview subject at ease and they will relax.
- Be confident. Come prepared with questions and arrive early to the classroom or business. Shake hands and set a positive tone.

How to interview students, teachers, and employers

Technical interviewing tips

- Never interrupt the subject. When they naturally finish answering, allow a 2-second pause before asking your next question. This will help in the editing process.
- Never say “yeah” or “right” or other interjections while they’re talking. To show you’re listening and engaged, nod or smile, use facial expressions.

How to interview students, teachers, and employers

Technical interviewing tips

- If an answer wasn't clear the first time, don't be afraid to ask for a shorter, clearer response. It makes for a better sound bite.
- Ask questions with enthusiasm and interest.
- Remember, you won't use the full interview. Tell your subject you'll pick only the best parts.

How to interview students, teachers, and employers

Interview tips for quality responses

- Don't be afraid to go off-script. Treat it like a conversation. If the subject says something interesting, dig into it and learn more. Let them tell a story.
- Be inquisitive and look interested in what they have to say. Don't let your mind wander to the next question you're going to ask. This will help you stay present and will make the interview flow naturally.

How to interview students, teachers, and employers

Interview tips for quality responses

- Not getting what you want? Reword your questions to get a response you're looking for.
- Your goal is enthusiastic, authentic responses. Steer interviews away from generic answers. Encourage specific details that tell a story.

How to interview students, teachers, and employers

Example Questions

- When did you first hear about CTE classes?
- What inspired you to take this class?
- What's your favorite part about a hands-on class like this?
- Can you talk about why you prefer hands-on learning to textbook learning?
- What's your favorite activity you've done in this class? Walk us through it.

How to interview students, teachers, and employers

Example Questions

- What career paths has this class inspired you to pursue?
- What is your plan after graduating HS? Did CTE help clarify that?
- What is your dream job?
- Is there anything you'd like to say to a student thinking of taking a CTE class?
- Ask teachers: How does CTE help students learn better?
- Ask business owners: How does CTE prepare students for the work world?

How to interview students, teachers, and employers

Begin the interview

- Press record on your recording device and begin by having them introduce themselves.
- Ask the first question.
- Keep in mind you can control the order of questions, ask extra ones, and throw some out. Let the interview run naturally.

How to interview students, teachers, and employers

At the end of the interview

- Press record on the camera to stop recording.
- Thank the subject for their time and see if they have any questions for you.
- Briefly review the footage to make sure there weren't any recording problems.

How to interview students, teachers, and employers

Finding Employers to interview

Contacting employers and interviewing them takes a bit more work. But it's worth it when telling the story about the value of CTE.

- CTE teachers can point you to local business people who like CTE and can talk about why.
- Ask past CTE students where they work now. You can visit the business and interview past students about how CTE helped them.

How to interview students, teachers, and employers

Contacting Employers

Employers are busy, and you want to work on their schedule. Start by calling and emailing. Describe the project, what you're looking for, and how they can help. Give yourself enough time to capture the footage you'll need.

When they respond, tell them what you will need on the day of the interview:

- Access to their work area.
- A place to stage an interview.
- A few current employees who would be ok with being interviewed.

How to interview students, teachers, and employers

Drawing the link between employers and high school CTE courses

One goal of filming employers is to show how CTE aligns with the world of work. In some cases, employers hire current or former CTE students and this shows the path a student can take from the classroom to the work world.

In other cases, employers can talk about the value of real-world skills and why they like to hire employees who have these skills.

How to interview students, teachers, and employers

Interview questions:

Employers have a lot to say about the value of hands-on, relevant education. Here are some questions to get them started.

- Have you hired any CTE students? What skills do they bring?
- Do you offer job shadows, internships?
- Do you have any inspiring stories about students who really enjoyed their work here, and saw this as a career path?

How to interview students, teachers, and employers

Interview questions:

- What's a typical day for someone in this career?
- Talk about the hands-on part of your work.
- What sets CTE students apart from others you've hired?
- How can students gain skills or experience in high school to prepare for this career?

5

Capturing B-Roll Footage

● Capturing B-Roll Footage

○ What is B-Roll?

B-Roll is what we use to describe “action” footage—whether it’s welding, working on cars, or digging up plants in a CTE class. Or maybe it’s running a cash register at a local business, or waiting on customers.

This footage helps tell the story and can be used between interviews.

You’ll need a lot of B-Roll. Make sure you get a lot of action shots, in addition to interviews.

● Capturing B-Roll Footage

How to capture B-Roll

- Hold your camera steady. When you move, make sure to move with the subject, slowly and smoothly.
- Film the entire length of each activity. Get as much as you can in one shot.
- Don't be afraid to do some **staging** – you can ask students to redo an activity.
- The more action, the better – avoid filming students just sitting at the computer, sitting at a table, or anything non-visual.

● Capturing B-Roll Footage

Examples of B-Roll

The following examples from our sample video show how B-Roll helps viewers "see" what the subject is talking about:

- CAD computer modeling (1:40).
- Wet sanding in auto shop (2:02).
- Welding (2:42).
- Aquaponics and horticulture (3:02).

6

Editing Your Footage

General Editing Video guides to get you started:

- [Editing Basics](#) from Vimeo.
- [Premiere pro](#) for beginners.
- [iMovie](#) for beginners.

● Editing Your Footage

Editing Vocabulary

Editing has a language all its own. Use this [vocabulary list](#) to better understand the editing guides we feature in this toolkit.

Plus, you'll talk like a pro!

● Editing Your Footage

○ Importing your footage

- Your teacher can help you use specific devices and connect them to Macs and PCs.
- Launch your editing software.
- You will now import all the footage captured.
- Watch all your footage and trim interviews down to their best parts, combining it with the best shots from your B-Roll footage.

- Editing Your Footage

Importing your footage

Import your footage after reviewing this [tutorial video](#). Note: It's designed for iMovie, but works for most editing programs.

● Editing Your Footage

Choosing good sound bites

- Cut down your large interviews into smaller sound bites. These can range from 30 seconds to 1 minute.
- Divide each interview into smaller pieces will give you more freedom when you're editing.
- Start by listening to the entire interview. Take note of when they say something that fits the message of your video.

● Editing Your Footage

Choosing good sound bites

- Use your instinct to pick good clips – what parts of their interview inspire you? Which feel authentic and natural?
- Cut sections from the larger interview to use as "sound bites."
- Start the clip at the beginning of their sentence, and cut it at the end. Your clips will range from a sentence up to three sentences.

● Editing Your Footage

Cutting and Sequencing

Cutting and sequencing clips can be hard! Be sure to use the featured editing guides on Page 43 for tips and tricks.

Another great resource for working with voices from interviews is this [Premiere Pro tutorial video](#).

● Editing Your Footage

Structuring your video

- Introduce the main interviewees.
- Pick back up with your first subject, but stay on their face for approx. 10-15 seconds.
- Allow the voiceover to continue while cutting to B-Roll they are describing.
- Transition to a new subject, repeat process.
- Save teacher and employer interviews for the end, finish on a note of student future success.

● Editing Your Footage

Focus on transitions in sample video

- Watch the first transition from subject to B-Roll at 0:21.
- Notice how the voiceover continues for another 9 seconds after cutting away from the subject after 0:21-0:30.
- At 0:30, the B-Roll continues without voiceover for 1 second, giving the video breathing room.
- The second interviewee is brought in at 0:34 and again cuts back to relevant B-Roll at 0:44 with voiceover.

● Editing Your Footage

Adding titles and text

- Use titles to identify CTE classes and local businesses. You should also use titles for the names of students and business owners.
- Titles need to stay on the screen for just a short time. See if you can read the entire title before it disappears.
- It helps to keep text short, concise and clear.
- Choose a bold, easy-to-read font in a color that pops on the background.

- Editing Your Footage
Adding titles and text

Here's [a guide](#) that shows how to add titles and text to your video.

● Editing Your Footage

Adding music

- Music can help make the video flow and give it energy.
- You can use more than one music track to change tones and moods. The first half of your video might have an “intense” track, while the second half might have an “inspiring” track.
- Make sure the music isn’t too loud. The interview voices need to be easily heard.

- Editing Your Footage

Adding music

Here's [a guide](#) that shows how to add music and audio to your video.

● Editing Your Footage

Finish your video and export it

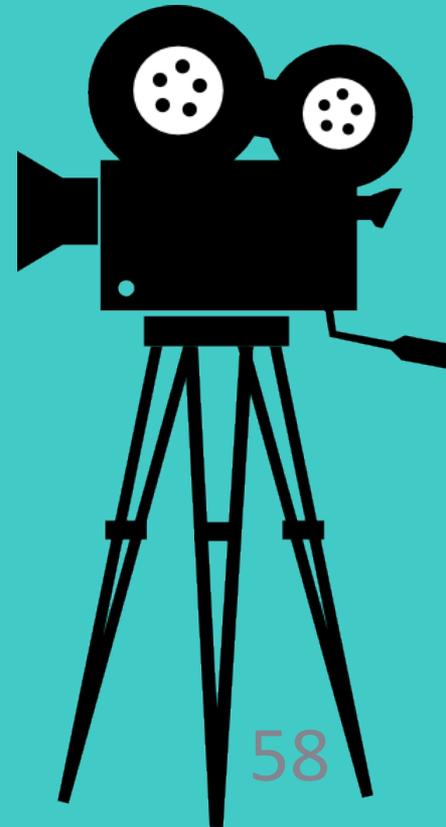
- Watch your video from start to finish. Like what you see? Save and export your video so you can post to YouTube or other platforms.
- Here's [a written guide](#) to export video in Premiere Pro.
- Here's [a video guide](#) for Premiere Pro.
- Here's [a video guide](#) for iMovie.
- Be sure to use the .MP4 extension for exporting, as this is the easiest to share.

7

Wrap it up!

Wrap it up!

- Remember, filmmaking is fun!
- Always save your work as you go.
- If you need help, you can always ask your teacher for advice.
- Another great place for resources is YouTube tutorials, Apple tutorials for iMovie, and Adobe tutorials for Premiere Pro.
- Your videos can inspire students to start their CTE journeys that lead to college and careers.



Share your CTE promotional video!

A good place to start is to email
Washington's Workforce Board.

The Workforce Board maintains the
Career Bridge website and will
make sure your video is available
on the site.

Email: CareerBridge@wtb.wa.gov



Toolkit written and
designed by Alec Leibsohn